

ORDER



Orders
Order / Rev: 704344
Alt Order #: 06262051
Product Desc: AMERICANS FOR PROSP.
Estimate: 1160
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/03/12 | 15 | \$27,175.00 | \$23,098.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 15 | \$27,175.00 | \$23,098.75 | 0.00 |
| Totals | 15 | \$27,175.00 | \$23,098.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-----------------------------|---------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| 1 | WKYC | 08/28/12 | 08/31/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | - TWTF - - | :30 | 5 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | 1X TU-W,F 2X TH | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | - TWTF - - | | 5 | | | \$650.00 | | | 0.00 | | | |
| 2 | WKYC | 08/28/12 | 08/30/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | - T - T - - | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | - T - T - - | | 2 | | | \$1,800.00 | | | 0.00 | | | |
| 3 | WKYC | 08/28/12 | 08/31/12 | M-F 11-1135p Channel 3 News at 11p M-F | CM | 11-1135p | - T - - F - - | :30 | 2 | \$2,800.00 | P-2 | 0.00 | NM | 2 | \$5,600.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | - T - - F - - | | 2 | | | \$2,800.00 | | | 0.00 | | | |
| 4 | WKYC | 08/30/12 | 08/30/12 | Browns Pre-Season Football Browns Pre-Season Football | CM | Browns Pre-Season | - - - T - - - | :30 | 1 | \$7,500.00 | P-2 | 0.00 | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | - - - T - - - | | 1 | | | \$7,500.00 | | | 0.00 | | | |
| 5 | WKYC | 09/01/12 | 09/01/12 | Sat Prime B Sat Prime B | CM | 9-10p (9:00 PM-10:00 PM) | - - - - - S - | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | - - - - - S - | | 1 | | | \$1,400.00 | | | 0.00 | | | |
| 6 | WKYC | 09/02/12 | 09/02/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | - - - - - S | :30 | 1 | \$850.00 | P-2 | 0.00 | NM | 1 | \$850.00 |

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 Alt Order #: 06262051
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROSP.
 Estimate: 1160
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------------|-------------------|-------------------|-------------------------------------|-------|------------------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|-------------|
| 6 | WKYC | 09/02/12 | 09/02/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$850.00 | P-2 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 08/27/12 | 09/02/12 | -----S | | 1 | | \$850.00 | | 0.00 | | | | | |
| 7 | WKYC | 09/03/12 | 09/03/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a (9:00 AM-10:00 AM) | M----- | :30 | 1 | \$375.00 | P-2 | 0.00 | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/03/12 | 09/09/12 | M----- | | 1 | | \$375.00 | | 0.00 | | | | | |
| 8 | WKYC | 09/03/12 | 09/03/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/03/12 | 09/09/12 | M----- | | 2 | | \$650.00 | | 0.00 | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | NKYC | 09/03/12-09/09/12 | M-F 5-6p | | 5p-6p | M----- | :30 | | (\$650.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | 2 | NKYC | 09/03/12-09/09/12 | M-F 5-6p | | 5p-6p | M----- | :30 | | (\$650.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| 9 | WKYC | 09/03/12 | 09/03/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/03/12 | 09/09/12 | M----- | | 1 | | \$1,800.00 | | 0.00 | | | | | |
| 10 | WKYC | 09/03/12 | 09/03/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | M----- | :30 | 1 | \$2,800.00 | P-2 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/03/12 | 09/09/12 | M----- | | 1 | | \$2,800.00 | | 0.00 | | | | | |
| Totals | | | | | | | | | | | | | | 15 | \$27,175.00 |